TABLE III

1ST & 2ND PICKUPS MADE BY THE FTC
November 1967 & February 1968
Philip Morris Data
BRANDS RANKED ACCORDING TO FTC TAR

	BRAND	SIZE	TIPPING PAPER LENGTH, MM	FTC TAR, MG/CIGT	NICOTINE, MG/CIGT
1.	MARVELS	RF	25	2.5	.13
2.	CARLTON	KFC	30	4.1	.38
3.	MARVELS	KFM	25	4.2	.22
4.	CASCADE	KFM	25	5.2	.26
5.	SANO	KFMC	25	5.4	.23
6.	SANO	KFC	25	5.8	.22
7.	MARVELS	KF	25	5.8	.25
8.	FRAPPE	KF	24	6.2	.23
9.	TRYON	KFM	25	7.1	.60
10.	DUKE	KFC	30	9.4	.41
11.	LIFE	KFC	30	9.7	.74
12.	TRYON	KF	25	10.2	.85
13.	MONTCLAIR	KFMC	24	10.9	.73
14.	TRUE	KF	30	11.2	.65
15.	VOGUE (COLOR)	KF	20	11.9	.40
16.	SANO	RNF	NONE	12.0	.42
17.	TRUE	KFM	30	12.0	.69
18.	SILVA THINS	100	30	13.8	.83
19.	PARLIAMENT	KF	30	14.1	1.03
20.	PARLIAMENT	LF	28	14.2	1.03
21.	KENT	RF	22	14.4	.86
22.	DOMINO	KFM	21	14.8	.77
23.	TEMPO	KFC	24	14.9	.73
24.	HOME RUN	RNF	NONE	15.5	.94
25.	KENT	KF	24	15.6	1.00
26.	TAREYTON	KFC	24	15.7	.95
27.	TAREYTON	100C	30	16.0	.99
28.	KENT	LF	24	16.0	1.02
29.	L AND M	RF	21	16.7	.94
30.	CAMEL	KFM	24	16.9	1.24
31.	LARK	KFC	25	17.1	1.04
32.	P.M FILTER	KFC	26	17.1	1.28
33.	L AND M	LF	24	17.3	1.06
34.	L AND M	KF	24	17.3	1.06
35.	BENSON + HEDGES	RF	19	17.6	1.22
36.	BENSON + HEDGES	KF	24	17.7	1.29
37.	PALL MALL	95	30	17.8	1.20
38.	P.M. MENTHOL	KFMC	26	17.8	1.23
39.	COUPON	RNF	NONE	18.1	1.56
40.	MAPLETON	KF	25	18.2	.79
41.	LUCKY STRIKE	KFMC	24	18.2	1.16
42.	PALL MALL	100	30	18.3	1.20
43.	MARLBORO	LF	23	18.3	1.24
44.	WINGS	KF	24	18.3	1.36
45.	MARLBORO (BOX)	100	30	18.3	1.40
46.	PALL MALL MENTHOL	95	30	18.4	1.14
47.	PICAYUNE	RNF	NONE	18.4	1.53
48.	ALPINE	KFM	26	18.6	1.19
49.	PALL MALL MENTHOL	100	30	18.8	1.15
50.	OLD GOLD	KF	24	18.8	1.16
51.	DUMAURIER	KF	24	18.8	1.37
52.	LUCKY STRIKE MENTHOL	100C	30	18.9	1.14
53.	DOMINO	KF	21	19.0	.87
54.	L AND M MENTHOL	100	27	19.0	1.20
55.	SALEM	KFM	24	19.0	1.29
56.	MARLBORO	KF	25	19.0	1.31
57.	GALAXY	KFC	24	19.0	1.41
58.	KOOL	KFM	24	19.1	1.45
59.	YUKON	KFM	21	19.2	.91
60.	RALEIGH	KF	24	19.2	1.43
61.	DEVON	KFM	25	19.3	1.23
62.	LUCKY STRIKE	100C	30	19.3	1.24
63.	L AND M	100	24	19.4	1.17

Source: https://www.industrydocuments.ucsf.edu/docs/hjlk0001

TABLE III

(continued)

BRANDS RANKED ACCORDING TO FTC TAR

	BRAND	SIZE	TIPPING PAPER LENGTH, MM	FTC TAR, MG/CIGT	NICOTINE, MG/CIGT
64.	WINSTON	100	30	19.4	1.32
65.	SPRING	100	30	19.5	1.08
66.	WINSTON	KF	24	19.5	1.21
67.	WINSTON	LF	21	19.6	1.20
68.	KENT	100	30	19.6	1.21
69.	VICEROY	KF	24	19.6	1.47
70.	STRATFORD	KFM	25	19.7	.84
71.	CAMEL	KF	24	19.7	1.22
72.	MARLBORO	100	30	19.7	1.39
73.	STRATFORD	KF	25	19.8	.90
74.	WINSTON MENTHOL	100	30	19.8	1.37
75.	BENSON AND HEDGES	100	30	19.8	1.39
76.	CHESTERFIELD	KFM	24	19.9	1.12
77.	MARLBORO MENTHOL	KFM	25	19.9	1.30
78.	LUCKY STRIKE FILTER	KFC	24	20.0	1.27
79.	OLD GOLD	RNF	NONE	20.1	1.21
80.	CHESTERFIELD	KF	24	20.1	1.22
81.	SALEM	100	30	20.1	1.41
82.	NEWPORT	KFM	24	20.4	1.30
83.	DOVER LONGS	100	27	20.4	1.49
84.	OMAR	RNF	NONE	20.5	1.15
85.	OASIS	KFM	24	20.5	1.22
86.	GAULOISES	RF	NONE	20.5	1.33
87.	NEWPORT	LFM	22	20.5	1.33
88.	BELAIR	KFM	24	20.6	1.56
89.	VICEROY	LF	21	20.8	1.43
90.	SWEET CAPORAL	KFM	24	20.9	1.30
91.	CHESTERFIELD 101	100	27	21.4	1.35
92.	HELMAR	LF	21	21.4	1.47
93.	BENSON + HEDGES MEN.	100	30	21.5	1.42
94.	CENTURY	100	30	22.1	1.47
95.	DOMINO	KNF	NONE	22.4	.95
96.	MAPLETON	RNF	NONE	22.4	1.00
97.	NEWPORT	100	24	22.6	1.43
98.	PHILIP MORRIS	RNF	NONE	22.9	1.42
99.	PIEDMONT	RNF	NONE	23.0	1.54
100.	HOLIDAY	KF	21	23.3	1.30
101.	GAULOISES	RNF	NONE	23.3	1.39
102.	CAMEL	RNF	NONE	23.3	1.41
103.	CHESTERFIELD	RNF	NONE	23.5	1.21
104.	COLONY MENTHOL	100	24	23.8	1.35
105.	YORK FILTER	100	24	23.9	1.59
106.	STRATFORD	KNF	NONE	24.1	1.04
107.	CAVALIER	LNF	NONE	24.6	1.57
108.	COLONY	100	24	24.9	1.55
109.	HALF AND HALF	KF	24	24.9	1.88
110.	ENGLISH OVALS	RNF	NONE	25.2	1.88
111.	KOOL	RNF	11	25.4	1.76
112.	MARVELS	KNF	NONE	25.5	.83
113.	PALL MALL	KNF	NONE	26.1	1.53
114.	CHESTERFIELD KING	KNF	NONE	26.3	1.47
115.	OLD GOLD	KNF	NONE	26.3	1.55
116.	LUCKY STRIKE	RNF	NONE	26.5	1.46
117.	HOLIDAY	KNF	NONE	27.8	1.64
118.	RALEIGH	KNF	NONE	28.2	1.83
119.	P.M. COMMANDER	KNF	NONE	28.6	1.76
120.	BULL DURHAM	KF	24	28.9	1.74
121.	H.TAREYTON	KNF	15	29.4	1.64
122.	PLAYERS	RNF	NONE	30.6	2.01
123.	VOGUE (BLACK)	KF	20	30.7	1.05
124.	BRANDON	KNF	NONE	31.5	2.02
125.	FATIMA	KNF	NONE	31.8	1.67
126.	ENGLISH OVALS	KNF	NONE	32.3	2.42
127.	VENTURE	KF	19	35.9	2.86

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